

## Message Text

UNCLASSIFIED

PAGE 01 PORT O 01180 031751Z  
ACTION COME-00

INFO OCT-01 PASS-00 ISO-00 EB-07 ARA-10 /018 W  
-----040215Z 112792 /14

R 031715Z MAY 77  
FM AMEMBASSY PORT OF SPAIN  
TO SECSTATE WASHDC 630  
INFO AMEMBASSY BRIDGETOWN  
AMEMBASSY PARAMARIBO

UNCLAS PORT OF SPAIN 1180

E.O. 11652: N/A  
TAGS: BEXP, ETRD, TD  
SUBJ: FLORIDA-ANTILLES FLYING TRADE MISSION

REF: STATE 50901

PASS: PETER GENERO  
STATE OF FLORIDA DEPARTMENT OF COMMERCE  
301 ALMERIA AVENUE, SUITE 3A  
CORAL GABLES, FLA 33134

1. A TRADE MISSION REPRESENTING 11 FIRMS FROM THE STATE OF FLORIDA ARRIVED PORT OF SPAIN NIGHT OF APRIL 25, DEPARTING LATE APRIL 27. WHILE NO SALES ESTIMATES ARE PRESENTLY AVAILABLE, EMBASSY BELIEVES MISSION HIGHLY SUCCESSFUL. SELECTION OF FIRMS PARTICIPATING IN MISSION WAS EXCELLENT, AND REPRESENTATIVES WERE HARD WORKING, MAKING FULL USE OF THEIR AVAILABLE TIME HERE.

2. GROUP RECEIVED EXCELLENT PRESS COVERAGE WHILE HERE, INCLUDING 15-MINUTE TELEVISION INTERVIEW WITH MISSION COORDINATOR PETER GENERO FOLLOWING PRIME TIME NEWS SHOW. EMBASSY CONSIDERS COVERAGE VERY USEFUL BOTH IN PROMOTING MISSION'S IMMEDIATE OBJECTIVES (AS SEVERAL CALLS WERE RECEIVED FOLLOWING DAY FROM BUSINESSMEN WHO HAD SEEN UNCLASSIFIED

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SHOW) AND IN BROADER TERMS OF PROJECTING FAVORABLE IMPRESSION OF UNITED STATES BUSINESS COMMUNITY.

3. ONE UNEXPECTED DEVELOPMENT WHICH EMBASSY CONSIDERS MOST USEFUL WAS CONTACT MADE BETWEEN TIRE COMPANY (TCM) AND OFFICIAL OF MINISTRY OF INDUSTRY AND COMMERCE AT MISSION'S RECEPTION WHICH LED TO INTERVIEW FOLLOWING DAY. AS TCM

WAS INFORMED IN ADVANCE, BECAUSE TIRES ARE MANUFACTURED LOCALLY, IMPORTS ARE STRICTLY CONTROLLED. THUS SALESMAN SIGNED ONLY ONE PROVISIONAL CONTRACT DEPENDENT ON PURCHASER BEING GIVEN IMPORT ALLOCATION BY MINISTRY. OPPORTUNITY TO LEARN AT FIRST HAND ABOUT GOVERNMENT'S CURRENT RESTUDY OF LOCAL TIRE INDUSTRY AND IMPORT POLICIES WAS THEREFORE DEEPLY APPRECIATED BY FIRM.

4. FLORIDA BOLT REP FOUND MANY OF HIS ITEMS WERE ON NEGATIVE LIST, BUT WE UNDERSTAND HE MADE SUBSTANTIAL SALES DESPITE THIS FACT, AND IN ANY CASE HE DID WELL ON EARLIER STOPS.

5. COMMENT: ALTHOUGH LOCAL PRESS HAS BEEN VERY RECEPTIVE TO MISSIONS OF THIS KIND ONCE THEY ARE HERE, EMBASSY HAS EXPERIENCED SOME DIFFICULTY IN GENERATING INTEREST IN ADVANCE, AND OUR PRE-ARRIVAL PRESS RELEASES HAVE BEEN GIVEN ONLY PREFUNCTORY PLACEMENT. A MAJOR REASON IS LACK OF INTEREST-ING INFORMATION FROM WHICH TO DRAW FOR PRESS RELEASES. EMBASSY STRONGLY RECOMMENDS THAT FOR FUTURE TRADE MISSIONS WE BE SUPPLIED WITH MORE PROMOTIONAL MATERIAL, INCLUDING AS MINIMUM PHOTOGRAPHS AND BIO DATA ON MISSION LEADER, AND SPECIFIC BACKGROUND MATERIAL WHICH LINKS TRINIDAD AND TOBAGO TO SPONSORING GROUP (E.G., THE STATE OF FLORIDA IN THIS INSTANCE), WELL IN ADVANCE OF MISSION.  
RICH

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
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